

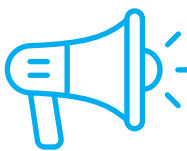


6 WAYS TO MAXIMIZE YOUR AGENCY RELATIONSHIPS

Good agency relationships aren't just nice-to-haves – they actually generate more money. **Brands that report high satisfaction with their agencies are 67% more likely to see substantial revenue growth.***

So how can you cultivate strong, productive engagements with your agency counterparts? Let's! Get! Listic! Here are a half-dozen tips to help you reach and remain in agency ecstasy.

1. Be clear and cohesive



Even the best agencies will fail without the right client input and support. Make sure yours know and understand your expectations on how

you measure success in terms of both client service and marketing results. Provide all data, insights and brand guidance to help your marketing partners become (almost) as expert as you.

Assign a point person who knows the product, service and/or brand inside and out to provide one unified voice representing the entire company's perspective. Issues occur when agencies attempt to juggle multiple and often conflicting client perspectives. This means getting management buy-in early and often throughout the process to **avoid last-minute changes in direction that cost time and money right at the deadline – when you can least afford either.**

Above all, establish open and honest relationships with your agencies. Let them know what's working, what isn't and where you'd like to see improvements, and require that they share the same. This prevents little issues from ballooning into irreparable problems.

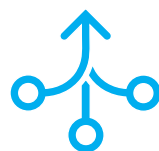
2. Be realistic



Your agencies may be great, but they're not miracle workers. Make sure the goals you establish for your marketing campaigns are achievable as well as

specific, and establish a budget and timeline all parties can work with. Of course your agencies want to help you in any way possible. But more often than not, the old saying stands true: **Cost, speed, quality – you can pick two.**

3. Provide actionable, unified feedback



Your agencies should be sharing their work in progress with you. When they do, provide specific, constructive and consolidated feedback in a timely

fashion. **Open-ended questions and statements like, "I just don't like it," do little to advance the cause.** Again, it's critical to provide unified and inclusive feedback that integrates all reviewers' input. You don't want your agencies to be judge and jury over which comments supersede others.

4. Trust your decision and their expertise



You hired your agencies as strategic partners, not just as order takers. It's critical you allow them time and space to do their work.

And if they come to you with recommendations or push back on requested changes, hear them out. They may be on to something that makes your campaigns stronger. Avoid agencies that blindly do whatever you ask. **You want a partner with experience in many other industries and avenues that can guide you to better results.**

5. Rely on data



Your agencies should be able to provide you analytics, reports and/or dashboards that show marketing results. Additionally, you will receive data on your side. Share and track these metrics so you can make continual improvements. **Insight empowers you to invest more in what works while stopping wasteful spending on things that don't.**

6. Work together



Why have we pluralized “agencies” throughout? Because the vast majority of companies work with multiple partners. And that’s a good thing.

Different specialties and perspectives are invaluable. But too often the agencies and their work are siloed, so businesses don’t gain the value of collective experience and excellence. **Create an environment where sharing is the norm.** This is about collaboration, not competition. Everyone doing their part to better the whole.

* “Mind the Gap: New Data Reveals Brand/Agency Partnership Changes & Challenges.” WPromote.

IS YOUR AGENCY MIX AMISS?

If one of your agencies is falling short, you want a fresh perspective on things, or your workload demands more resources, let's talk. We'll listen to your needs and honestly tell you if we're a fit or not.

[Schedule a quick meeting](#)

